King Sturge

Windsor Life Assurance Company Ltd

RETAIL IMPACT ASSESSMENT

FOR

PROPOSED RETAIL ACCOMMODATION

AT

BROOKWAY RETAIL PARK, BAGULEY

AS AT

24 AUGUST 2007

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RETAIL ASSESSMENT, BROOKWAY RETAIL PARK, BAGULEY

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1 INTRODUCTION

1.1 The following report has been prepared on behalf of the applicant, Windsor Life Assurance Company Ltd. The report provides a Retail Assessment in support of two proposals at Brookway Retail Park, Altrincham Road, Baguley, as follows:

- **Proposal A**: Units F, G and H for 465 sq m (5,000 sq ft) gross retail development; and
- **Proposal B**: Units J and K for 1022 sq m (11,000 sq ft) gross retail development.

Need for a Retail Impact Assessment

1.2 PPS6 states that Retail Impact Assessments should be undertaken for any application over 2,500 sq m gross in an edge-of-centre or out-of-centre location, and which is not in accordance with an up to date development plan strategy.

1.3 Accordingly, in agreement with the Council's planning officers, an assessment has been undertaken. The assessment considers the following:

- Policy
- Need - a quantitative assessment;
- Need - a qualitative assessment (including accessibility);
- Scale of development;
- Sequentially preferable sites assessment;
- Impact.

The Proposals

1.4 **Proposal A** is for the development of three Class A1 retail units or Class A3 restaurant/café units, identified as Units F, G and H in Figure 1 (Appendix 1) comprising 465 sq m (5,000 sq ft) gross retail/restaurant space. No operators have been identified at this time. An open A1/A3 consent is therefore sought.

1.5 The proposal is located on existing car park land within the southern part of the existing Brookway Retail Park, Baguley, adjacent to the main access to the site. The proposal will include 51 car parking spaces (including 7 disabled spaces) which will result in a net gain of 6 spaces as the application site at the northern end of the retail

park. The additional spaces will negate the loss of spaces as a result of the proposed units F, G and H.

1.6 **Proposal B** is for the development of two Class A1 retail units, identified as Units J and K in Figure 2 (Appendix 1) comprising 1,022 sq m (11,000 sq ft) gross retail space. No operators have been specified at this time. An open A1 retail consent is therefore sought.

1.7 The development is proposed in the south western corner of the existing Brookway Retail Park on Altrincham Road, Baguley. The site is currently made up of vacant land and buildings, formerly used as a petrol filling station. The proposal will provide 19 car parking spaces including 2 disabled spaces.

1.8 Both Proposals A and B will provide an extension to the existing retail park offer. The Retail Park includes Wickes, Matalan and JJB Sports. The combination of the two proposals will result in a net gain of 25 car parking spaces which is considered sufficient to accommodate additional visitors following development (this is covered in more detail in the Transport Assessment by Singleton Clamp). A new unit for Pets At Home is currently under construction and is expected to open in September 2007.

1.9 The Retail Park is located in an out-of-centre location. However it is an established retail destination providing a retail offer to the local and wider population. There are no nearby defined town centres to the Retail Park. Moreover, the Tesco Extra store, located opposite the retail park has further established this location at Altrincham Road as a retail destination in Baguley and Wythenshawe.

1.10 The two proposed developments would be accessed from within the existing Retail Park, off Altrincham Road.

1.11 Please note that references to the former ward of Benchill have been made throughout this report, but with particular reference to 2001 Census data which was collected prior to the City Council altering the ward boundaries in 2004.

2 POLICY CONTEXT

2.1 This section of the report outlines the relevant planning policy guidance at a national, strategic and local level in respect of the development potential of the sites regarding Proposals A and B at Brookway Retail Park, Baguley.

2.2 The proposed retail developments are located within an out-of-centre location. Furthermore, the development plan for Manchester City Council is out of date and therefore there is no up to date strategy. This assessment therefore addresses the criteria as set out within PPS6. The current policies of the Manchester Plan are still considered relevant, as are material considerations, such as the Wythenshawe Strategic Regeneration Framework.

NATIONAL POLICY

PPS6 Planning for Town Centres

2.3 PPS 6 sets out the Government's broad policy objectives relevant to planning for town centres in England. The policies are firmly based on the principles of sustainable development and the need to sustain and enhance the role of town centres for the benefit of all.

2.4 The Government's key objective for town centres is to promote their vitality and viability by:

- ***Planning for the growth and development of existing centres; and***
- ***Promoting and enhancing existing centres***

2.5 Paragraphs 1.4 and 1.5, respectively, emphasise further objectives in the context of the above key objectives. Paragraph 1.4 highlights objectives as follows:

- '***enhancing consumer choice by making provision for a range of shopping, leisure and local services, which allow genuine choice to meet the needs of the entire community, and particularly socially excluded groups***;
- ***supporting efficient, competitive and innovative retail, leisure, tourism and other sectors, with improving productivity***; and

- ***improving accessibility, ensuring that existing or new development is, or will be, accessible and well-served by a choice of means of transport.***

2.6 Paragraph 1.5 highlights the following objectives:

- ***To promote social inclusion, ensuring that communities have access to a range of main town centre uses, and that deficiencies in provision in areas with poor access to facilities are remedied;***
- ***To encourage investment to regenerate deprived areas, creating additional employment opportunities and an improved physical environment;***
- ***To promote economic growth of regional, sub-regional and local economies;***
- ***To deliver more sustainable patterns of development, ensuring that locations are fully exploited through high-density, mixed-use development and promoting sustainable transport choices, including reducing the need to travel and providing alternatives to car use;*** and
- ***To promote high quality and inclusive design...'***

2.7 Paragraph 2.35 highlights that it is also important to consider qualitative need in considering retail development. In particular

'*...a key consideration for a local planning authority will be to provide for consumer choice, by ensuring that:*

- ***an appropriate distribution of locations is achieved.....to improve accessibility for the whole community; and***
- ***provision is made for a range of sites for shopping, leisure and local services, which allow genuine choice to meet the needs of the whole community, particularly those living in deprived areas...'*** [our emphasis].

2.8 **'Other Relevant Matters'** are addressed in paragraph 2.51 of PPS6. Considerations to be taken into account include:

- **Physical regeneration**
- **Employment**
- **Economic growth**
- **Social inclusion**

2.9 All four points are relevant in supporting the proposals at Brookway Retail Park and are considered in more detail later in this report.

2.10 PPS6 states that in drawing up their development plan documents the Local Planning Authority (LPA) should assess the need for new floorspace, identify deficiencies in provision and assess the capacity of centres to accommodate new development and that growth should primarily be located within or on the edge of existing centres. Manchester City Council published the Quantitative Retail Needs Study in 2006 which identifies market share and capacity across the City. The Council has commenced with the new LDF but have not produced any detailed development plan documents at this stage. The adopted unitary development plan, The Manchester Plan (adopted 1995) has had several amendments adopted by the City Council to update certain aspects of the plan, in particular the Council's area regeneration proposals. However, due to the vast amount of new development and implemented strategies that has taken place since 1995 the UDP is now considered to be out of date.

2.11 The application sites are not allocated within the adopted plan.

2.12 It is therefore important in considering proposed new retail development in the West Wythenshawe area that Section 3 of PPS6 is taken on board. Section 3 of PPS6 sets out the considerations that LPAs should take into account when determining planning applications for proposed retail development.

2.13 Paragraph 3.4 outlines five key considerations:

a) the need for development

b) that the development is of an appropriate scale;

c) that there are no more central sites for the development;

d) that there are no unacceptable impacts on existing centres; and

e) that locations are accessible.

2.14 King Sturge has therefore considered all five requirements which are reported in this assessment.

2.15 It is also important to note that Brookway Retail Park is the only retail park within the Wythenshawe area. It is not an allocated site for development, however, this is a possible reflection of the need for an up to date development plan. The nearest centres to the application site are Wythenshawe District Centre and Northenden

District Centre. Within the Manchester City Council administrative area, Manchester City sits at the top of the hierarchy followed by 16 district centres.

2.16 The locations of the application sites are within the Southern Area, as defined within the Manchester Retail Study, which makes up its defined catchment area (explained later in this report). The Southern Area is the most southern and furthest part of the City from Manchester City Centre. The catchment also borders with Trafford and Macclesfield Borough Councils. It is therefore our view that retail development should be focussed within the catchment area to suppress the need to travel beyond the City boundaries to other town centres and retail parks and to Manchester City Centre to retain shopping patterns within the local area, particularly for comparison goods shopping.

2.17 Although the application sites do not sit within a town centre location or allocated retail site, the objectives set within PPS6 are still relevant and met by the proposal. Of particular relevance are the objectives set out in paragraphs 1.4 and 1.5.

2.18 The proposed foodstore within Proposal B will enhance consumer choice in the southern part of the City and particularly within the west of the Southern Area, serving particularly, the population of Baguley, allowing ***'genuine choice to meet the needs of the entire community, and particularly socially-excluded groups.'*** The application site falls within the ward of Baguley which, amongst the other South Manchester wards of Sharston (including the former ward of Benchill) and Woodhouse Park, is relatively deprived.

2.19 There is a limited choice of convenience and comparison stores in the catchment area. Baguley is served by a large Tesco Extra store across Altrincham Road, from the application site. There are no smaller operators within this part of the Southern Area. Wythenshawe District Centre is served by a new Asda store and potentially a new Lidl store which is currently pending a decision. Northenden District Centre is served by a Tesco Express store.

2.20 Brookway Retail Park offers a range of comparison goods at Matalan, Wickes, JJB Sports and soon to open, Pets at Home. The Tesco Extra store opposite the Retail Park at Altrincham Road also provides a range of comparison goods. So far both destinations provide the only comparison goods offer in this part of the Southern Area. Essentially, this location acts as the main retail focus for residents of Baguley and surrounding areas.

2.21 Furthermore there are no restaurant provisions within Brookway Retail Park. A McDonalds restaurant provides the only provision within 1km of the application site, thus suggesting a lack of eatery services within this part of the catchment area.

2.22 In line with the second objective in paragraph 1.5 of PPS6, The proposals will also address the deficiencies in foodstore and none-food provision as well as restaurant provision in the Southern Area with poor access to a range of facilities remedied as a result of the schemes.

2.23 The proposals which will form an extension to the Brookway Retail Park will contribute to competition and support efficiency in the City's Southern Area.

2.24 Furthermore, the sites are both brownfield sites. Proposal A already forms part of the Retail Park accommodating car park spaces for shoppers to the site. The site of Proposal B was a former petrol filling station. It provided a small element of local needs shopping provision, which can be replenished as a result of this proposal.

2.25 The proposals, either separately or combined will also allow for shorter trips to be made as part of a food and none-food shopping trip. Apart from the Tesco Extra and existing operators at Brookway Retail Park, currently shoppers have to travel to the defined district centres of Northenden and Wythenshawe which provide good accessibility by bus services. However, many shoppers travel outside the catchment area for food and none food goods to Manchester City Centre, Altrincham town centre, Altrincham Retail Park, Cheadle and Stockport.

2.26 There is a clear deficiency in both convenience and comparison goods provision in the catchment area which can be addressed by this proposal. This is addressed in more detail in Section 3 of this report.

2.27 Proposal B will provide investment into this redundant, brownfield site. Investment is further supported by the opportunity for jobs in both Proposals A and B. The proposals will therefore contribute to the regeneration of the site B and economic growth in Baguley and in support of the wider Wythenshawe area and its regeneration aspirations.

2.28 Finally, the proposals meet PPS6's objective for sustainable patterns of development, by providing retail development adjacent to a predominantly residential area which is lacking any small scale convenience goods offer and lacking a range of comparison

goods operators or restaurant facilities. The application sites are also close to Brookway High School immediately to the east and Roundthorn Industrial Estate which covers a large area to the south of the Tesco site, thus offering an improved choice of services within Baguley to residents, shoppers and workers alike. They will also reduce the need to travel and reduce reliance on car travel given the Retail Park's close proximity to its immediate population and along a key corridor in the south part of the City along Altrincham Road.

PPG13: Transport (March 2001)

2.29 PPG13 reaffirms the Government's policy position towards retail development, as outlined in PPS6. In particular, the guidance endorses the need to seek to promote the vitality and viability of existing town centres, which should be the preferred locations for new retail and leisure developments. Furthermore, it reaffirms the Government's requirement for retail development to adopt a sequential approach, with preference given to town centre sites, followed by edge-of-centre and, only then, out-of-centre sites in locations which are, or will be well served by public transport.

2.30 PPG 13 aims to promote more sustainable modes of transport, whilst ensuring that all new development, be it housing, retail or leisure is accessible to all by modes of transport other than that of the private car.

2.31 PPG 13 also seeks to ensure that the issue of linked trips are taken into account when determining any development proposal. The issue of linked trips is significant to the promotion of sustainability as they reduce the need to travel to several different facilities.

2.32 In addition to travel by car, the proposed stores are located adjacent to a residential area and school and will without a doubt encourage shoppers to travel on foot to the site. The stores' location will further encourage travel by bicycle. Cycle lanes exist intermittently along both sides of Altrincham Road. Bus services are also adequate, serving users from bus stops on Altrincham Road both on the east and west-bound carriageways.

2.33 The Transport Assessment by Singleton Clamp in support of the two applications further details the sites' accessibility by public transport and other modes of sustainable transport.

2.34 There are no defined centres in Brooklands or neighbouring Baguley. Brookway Retail Park and the Tesco Extra on the opposite side of Altrincham Road provide the only quality retail offer within this part of the city. Essentially, these existing retailers along with the proposed retail units in extending the Retail Park provide the main shopping facilities in Baguley. The proposed foodstore will serve shoppers who travel on foot, by bicycle, bus and car. Given that the Retail Park is already a shopping destination within Baguley, this provides an opportunity for further linked trips, providing local facilities in this part of the City.

Manchester Unitary Development Plan

2.35 The Manchester UDP was adopted in 1995 and has since been amended several times between 1998 and 2005. The alterations generally focussed upon regeneration strategies for specific areas of the city as well as more specific policy guidance for issues such as the conversion of large buildings. Whilst the UDP has been amended, its original policies are now somewhat dated. However it remains the statutory local planning policy document against which development proposals must be considered.

2.36 The UDP is split into sections which include City-Wide Proposals, Area Specific policies and City-Wide Development Control Policies. In the context of the proposed developments the area policies for West Wythenshawe apply.

2.37 The city-wide proposals include policy objectives for shopping. Policy S1 aims to focus shopping development on Manchester city centre and the identified district centres across the city, which includes Wythenshawe and Northenden for this part of South Manchester.

2.38 Further to this, Policy S2.1 aims to ensure that a full range of shopping facilities is provided for all people in the city, encouraging new development where existing provision does not adequately meet the requirements of local people. The policy justification for S2.1 explains that the city has historically suffered from a low level of car ownership and that there is a need for localised shopping to meet the needs of those who are unable to travel to other larger centres. The existing offer at Brookway Retail Park attempts to address need for retail provision to meet the requirements of the local people in the Baguley area and wider Southern Area. Proposals A and B will further meet those needs providing for the local area. Thus the proposals should be encouraged for this reason. The need for further provision in this location is further explores in Sections 3 and 4 of this report.

2.39 Policy S2.2 considers proposals for retail development outside of designated centres. The UDP indicates that the application sites are outside the district centre of Wythenshawe and, due to the age of the Plan, does not show the now-established centre of West Wythenshawe which includes Brookway Retail Park and the Baguley Tesco Extra store. The policy states that proposals which may undermine existing centres in terms of their viability and vitality will not be permitted by the Council. Whilst this policy should be considered, its relevance and the weight that should be attached to it is questionable considering the changes that have been made in the local area since the Plan's adoption. The site's location as an established retail destination is considered in the more recent policy context of the Wythenshawe SRF below.

2.40 Policy WW1 General Policy sets out that the Council will approve proposals which protect and improve the environment, which will include the West Wythenshawe area, maintaining the predominantly residential nature, and where appropriate improve transport and accessibility throughout the area. The proposed schemes which will replace an old petrol filling station and an area of car parking associated with the existing Retail Park will improve the character and appearance of this part of West Wythenshawe and will not harm the amenity of nearby residential dwellings to the north and west.

2.41 More specifically to the type of use proposed, Policy WW2 Economic Development seeks to focus new commercial and industrial activities on sites that can provide employment or local services for people, so long as no disturbance is caused by the end uses. As the retail park is an established commercial site, and makes up part of a wider area of commercial and industrial development (including Roundthorn Industrial Estate to the south), the location of the proposed retail units should be considered acceptable as development and will not result in the loss of any land allocated for other purposes and will improve the retail offer within the local area.

2.42 Development Control policy DC9.1 states that the Council will require all new commercial and industrial buildings and the environments in which they are set (including car parking areas) to meet high standards of accessibility for disabled people. This will ensure that everyone has equal access to a full range of employment opportunities as well as accessing shops and/or services. The provision of 8 new disabled parking spaces will ensure good access not only to the proposed units but will improve access to the existing units in the northern section of the Retail Park.

2.43 It is therefore considered that both Proposals A and B comply with the policies of the Manchester UDP.

Wythenshawe Strategic Regeneration Framework (SRF)

2.44 The Council adopted the Wythenshawe SRF in December 2004 in order to establish key issues which need to be addressed to ensure long term socio-economic regeneration across an area in decline. Since the adoption of the Framework, the document has been used during the determination of at least one public inquiry where the Inspector gave significant weighting to the aims and objectives of the SRF. It is therefore considered to be a key strategic document which should be read in conjunction with the adopted UDP.

2.45 The SRF identifies three district centres and several neighbourhood centres (small parades of shops) which are evenly spread across the whole of Wythenshawe. The district centres are Wythenshawe, Northenden and West Wythenshawe. West Wythenshawe is a newly identified district Centre which includes Brookway Retail Park and the Baguley Tesco Extra store. Both proposals fall within the defined district centre. The Spatial Framework recognises that there is a need for two additional district centres other than Wythenshawe and concludes that Northenden is already well-established.

2.46 The Shopping and Local Facilities chapter explains the importance on focussing new development and refurbishment of existing properties in Wythenshawe and Northenden district centres as a primary objective. However, Policy SL2 explains that Baguley will need to be addressed to ensure that the local community can access shops and services without being forced to travel to the other district centres. Appropriate development will need to be considered within both West Wythenshawe district centre and Baguley neighbourhood centre as they are closely related.

2.47 It is considered that due to the existing nature of the Retail Park within the district centre, the proposed schemes are well suited to West Wythenshawe and will not detract from the SRF's focus on the already-established centres. Further comparisons regarding the centres are identified within Section 4.

2.48 Considering the policies above, the proposed development will be situated within a designated centre, will utilise previously developed land and will provide local people with an improved range of retail offer without harming the character or appearance of the area and without prejudicing the amenity afforded by nearby dwellings.

2.49 Both proposals A and B meet the objectives of the SRF and clearly comply with the accompanying policies which will allow for the needs of the community to be met and will therefore prevent shoppers from being forced to travel further than is necessary to access the shops and services they require.

3 NEED- QUANTITATIVE ASSESSMENT

3.1 Manchester City Council (MCC) commissioned a City Wide Quantitative Retail Needs Study, published July 2006. The Study analyses the capacity for convenience and comparison goods retail development across the city, based on a series of sub areas. The application sites fall within the Southern Area, which incorporates the two district centres of Northenden and Wythenshawe.

3.2 Wythenshawe and Northenden District Centres provide the main retail provision within the Southern Area. Wythenshawe is the larger of the two centres. The Tesco Extra superstore and the retail stores at Brookway Retail Park supplement the Southern Area as recognised within the MCC Study.

3.3 This assessment has taken the Study Area for the proposed developments at Brookway to be the Southern Area of the MCC Retail Study, which incorporates the district centres of Northenden and Wythenshawe and the Brookway Retail Park.

Population

3.4 Population figures are shown in **Table 1** of Appendix 2. Population has been taken as that stated within the MCC Retail Study for Zones 14 Northenden, 15 West Wythenshawe and 16 East Wythenshawe within the Southern Area. West Wythenshawe incorporates the Brookway Retail Park and Tesco Extra store at Baguley. East Wythenshawe incorporates Wythenshawe District Centre.

3.5 The total population in 2005 is identified as 70,175, declining by 0.6% to 69,747 in 2011.

CONVENIENCE GOODS OFFER

Expenditure

3.6 Expenditure data is taken again from the MCC Retail Study. **Table 3** of this assessment shows that total expenditure is taken from the population for the Study Area multiplied by expenditure per person for each zone. At 2005 total expenditure for the Southern Area is shown as £102.72m, increasing to £106.44m by 2011, an increase of £3.72m.

Market Share and Retention

3.7 The MCC Retail Study shows at Table 9 of the Convenience Goods section the spend of the Southern Area population for convenience goods shopping. King Sturge's **Table 5** shows that £55.18m was spent by the population within the Southern Area. This is 53.72% of total expenditure for the catchment area. The MCC Retail Study shows at Table 11 and King Sturge **Table 5**, that spend retained within the Catchment Area in 2011 was expected to increase slightly to £57.15m. This is 53.69% of total expenditure for the catchment area, a slight decline since 2005 given that expenditure will have increased by 2011. The slight increase in actual spend in 2011 is a result of calculations accounting for a commitment for a new store at Palatine Road, Northenden and increasing in existing turnover of convenience stores within the catchment area.

3.8 **Table 5** demonstrates that there is a significant level of spend leaking out of the catchment area. It is estimated that by 2011, some £49m (46%) of expenditure is spent outside of the catchment area.

3.9 Proposal B at Brookway and other proposals at Wythenshawe District Centre currently pending decisions will attempt to close this gap, and clawback trade to the catchment area.

3.10 King Sturge's **Table 6** shows estimations of turnover from new convenience store proposals at 2011. The former Co-op site at Wythenshawe District Centre has been occupied by Asda. The Asda store is now trading but with a reduced size of convenience floorspace. This is a result of the operator's format which includes a significant comparison goods element. We have taken the Asda store to be trading on a floorspace ratio of 60:40 convenience:comparison goods. Although there is a net loss in convenience floorspace at the Asda store, there is a net gain in turnover as a result of Asda's higher sales density than the former Co-op store. It is therefore estimated that the Asda store will contribute to a net gain in turnover of £11.15m p.a. The proposed Lidl store within the town centre is estimated to trade at £3.72m p.a. The total increase in convenience goods turnover to Wythenshawe District Centre is estimated as £14.88m in 2011.

3.11 Proposal B at Brookway anticipates one or two potential convenience goods operators for units J and K. For the sake of robustness, we have estimated turnover based on both units trading as convenience goods units to demonstrate available capacity. We have taken a sales density of £3,000 per sq m, which is similar to discount operators

and is no higher than independent or other local needs convenience goods operators that may occupy either store.

3.12 A total turnover for both units is estimated as £2.30m in 2011. The total net gain in convenience turnover within the Southern area is estimated as £17.15m.

Capacity

3.13 As stated above, some £49.29m of convenience goods expenditure is leaking out of the Southern Area. The estimated turnover of £17.15m identified above from the newly occupied Asda store and pending applications for Lidl and the Brookway scheme can therefore be comfortably accommodated within the Southern Area.

3.14 It is also important to recognise that not all the estimated turnover of £17.15m will be spent by the Southern Area population. Realistically, some 10% or more will be spent by shoppers from outside of the Southern Area. **Table 7** therefore shows the likely increases in retention rates to the Southern Area as a result of the Asda store and pending applications. The retention rate for the Southern Area, prior to the incoming Asda store stood at 53.16%. The new Asda and pending Lidl proposal within Wythenshawe Town Centre will have increased retention to 66.27%. This still leaves further capacity for new convenience goods retailing within the Southern Area. The proposed Brookway development will contribute to a 2% increase in retention within the Southern Area to 68.21%.

3.15 It is clear that there is sufficient capacity to allow for the proposed development at Brookway in addition to the pending applications within Wythenshawe District Centre.

COMPARISON GOODS OFFER

Expenditure

3.16 Expenditure data is taken again from the MCC Retail Study. **Table 3** of this assessment shows that total expenditure for comparison goods shopping is taken from the population for the Study Area multiplied by expenditure per person for each zone. At 2005 total expenditure for the Southern Area is shown as £144.02m, increasing to £184.22m by 2011, an increase of £40.20m. This is a significant increase in growth. This provides an opportunity for the catchment area to maximise its development potential for comparison goods retail development over the period to 2011 and beyond.

Market Share and Retention

3.17 The MCC Retail Study shows at Table 9 of the Comparison Goods section the spend of the Southern Area population in 2005 for comparison goods shopping. King Sturge's **Table 5** shows that £19.61m was spent by the population within the Southern Area. This is 13.62% of total expenditure for the catchment area, a significantly low proportion given that this accounts for spend across all comparison goods on offer in the Catchment Area. The MCC Retail Study shows at Table 11 and King Sturge **Table 5**, that spend retained within the Catchment Area in 2011 was expected to decrease to £15.15m. This is a particularly significant decrease with the proportion of spend actually retained by the catchment population within the Southern Area being only 8.23%.

3.18 **Table 5** demonstrates that there is a significant level of spend leaking out of the catchment area, far more so than those identified for convenience goods spend within the Catchment Area. It is estimated that by 2011, more than 90% of comparison goods spend takes place in towns and retail parks outside of the Southern Area. This result demonstrates that lack of comparison goods retail offer within the Southern Area.

3.19 However, the MCC Retail Study identified that the household survey failed to recognise the level of trade drawn to Brookway Retail Park. Paragraph 11.12 of the MCC Retail Study estimates a turnover of some £13.5m to the Retail Park. This would equate to the Southern Area population spending a total of £28.24m in 2011 within the Catchment Area at Wythenshawe and Northenden District Centres and Brookway Retail Park. A more realistic rate of retention is now apparent although it is still on the low side. **Table 7** shows that some 15.33% of comparison goods spend is retained within the Southern Area to 2011.

3.20 The newly trading Asda store and the impending planning proposals for a Wilkinsons store and none-food development at Hale Top are expected to make a contribution to claw back some leakage from out of the Catchment Area, increasing retention to 25.71%.

3.21 Proposals A and B at Brookway anticipates one or two potential comparison goods operators for units F, G and H and J and K. For the sake of robustness, we have estimated turnover based on all units trading as comparison goods stores to demonstrate available capacity. No occupiers have been identified.

3.22 A total turnover for units F, G and H is estimated as £1.11m at 2011 within Proposal A. The total turnover for both units, J and K is estimated as £2.45m at 2011 within Proposal B. The maximum net gain in comparison goods turnover as a result of both planning applications at Brookway Retail Park is £3.56m. The total net gain therefore within the Southern Area is estimated as £24.85m.

3.23 Taking account of the above new Asda store, proposed developments pending within Wythenshawe District Centre and at Brookway Retail Park, not all estimated turnover will have derived from the Southern Area catchment. Realistically, some 10% or more will be spent by shoppers from outside of the Southern Area.

3.24 All the new and pending proposals for comparison goods development within the Southern Area catchment will allow for £58.58m of the population's spend to be retained within the Catchment. This equates to a 27.46% retention rate. This figure is still low for the catchment area; however it is a significant improvement on the current rate of 15.33% (accounting for errors in the MCC Study regarding Brookway Retail Park).

3.25 The proposed developments at Brookway, combined, will contribute to less than 2% increase in retention within the Southern Area. It is therefore clear that there is sufficient capacity to allow for both proposed developments at Brookway in addition to the pending applications within Wythenshawe District Centre.

Summary

3.26 Overall, the quantitative assessment finds that there is capacity within the defined catchment area to accommodate up to three comparison goods stores within Proposal A and two convenience stores or two comparison goods stores or a combination of both within Proposal B at Brookway Retail Park. More importantly there is a need for further retail facilities in this location. The proposals will fill a capacity gap in the western part of the Southern Area (Baguley) and also assist the wider catchment area in fulfilling its requirements.

3.27 The proposals will assist to claw back trade that is currently leaking out to Manchester City Centre and retail destinations outside of the City's administrative area. Moreover, the quantitative assessment finds that the levels of leakage of expenditure outside of the catchment are particularly high. The planning applications at Brookway Retail Park and other pending applications including the Wythenshawe District Centre proposals will all contribute to filling the gap in both convenience and comparison goods retailing.

4 NEED- QUALITATIVE ASSESSMENT

Retail Hierarchy

4.1 The proposal sites are located on the north side of the A560 Altrincham Road in Baguley, situated approximately 10 km to the south west of Manchester city centre. The Wythenshawe Strategic Regeneration Framework (SRF) is an up to date policy document which has been adopted by the City Council to assist the future development patterns in and around the Wythenshawe area. The Brookway Retail Park combined with the Tesco Extra food store to the south of the A560, is shown as West Wythenshawe District Centre within the SRF. This is considered more up to date and therefore more relevant than the adopted 1995 UDP and should therefore carry significant weight in considering this proposal.

4.2 Manchester City Council identifies a small hierarchy of retail centres within its SRFs across the city:

- City centre
- District centres
- Local centres and Retail Parks

4.3 Whilst centres are identified within the Wythenshawe SRF (and other SRFs relating to regeneration areas across the City) they are not clearly defined within the UDP, mainly due to its age. Although the retail park itself is not defined within the UDP, it is an established shopping destination in Baguley. The subject sites relating to both proposals in this instance form part of a wider district centre and are therefore considered to be a key retail area which will serve the local and wider community.

4.4 A district centre would typically be made up of a range of convenience and comparison goods retail which may include a medium to large supermarket and would act as an anchor for the centre. Wythenshawe is the main district centre for this part of the city, accommodating a wide range of goods and services.

4.5 Local or neighbourhood centres, such as Benchill located to the north of Wythenshawe centre, are typified by a number of small shops and services which are mainly used for topping-up rather than relying on for main/weekly shopping trips. Considering the type of development proposed, it is considered that there will be no

impact on the vitality and viability of this local centre as the retail offer will be of a non-comparable nature.

4.6 This qualitative assessment is based on analysis of the existing convenience goods offer in the defined catchment area and a health check analysis as outlined within PPS6 for assessing the vitality and viability of town centres, including;

- Diversity of main town centre uses and retailer representation;
- Quality of the environment;
- Proportion of vacant street level property; and
- Accessibility

4.7 The research by King Sturge has therefore assessed the qualitative need for the proposed developments to be located at units F, G and H in respect of comparison goods and restaurant facilities; and J and K in respect of convenience and comparison goods retail provision at Brookway Retail Park.

Wythenshawe District Centre

Convenience Goods

4.8 Being the main centre for this part of South Manchester, Wythenshawe District Centre is the City Council's focus for investment and new retail development to boost the centre's attraction for occupiers and shoppers alike. The centre is located approximately 5.3 km/3.3 miles to the south east of the retail park (approximate distance via roads rather than straight line distance) In addition to the Wythenshawe SRF, a town centre masterplan has been approved by the City Council (June 2006) which specifies particular areas for development over the strategic period. Recently, as part of the masterplan objectives, Asda completed the refurbishment and extension of the former Co-op store signalling a significant starting point for the successful regeneration of the town. Asda is a high profile store, being one of the 'big four' supermarket operators, alongside Tesco, Sainsburys and Morrisons. The store will act as an anchor and assist in raising the centre's profile. Planning applications have recently been approved or submitted for new retail units or for the refurbishment of existing units.

4.9 In addition to Asda, Iceland and Farmfood's presence in the centre, the proposals for development will bring a Lidl store to complement the existing convenience offer. Assuming planning permission is granted for the proposed Lidl store, the addition of such occupiers including Asda, will re-establish Wythenshawe as a centre for convenience shopping. In respect of the town centre's convenience units, it is considered that through the delivery of the Wythenshawe town centre masterplan objectives the convenience retail offer is significantly better and will support the local and wider community once all development is completed.

Comparison Goods

4.10 Implementation of the SRF objectives for Wythenshawe District Centre has begun. The new Asda store includes a comparison goods offer which was lacking from the former Co-op store. Further new development is anticipated within the Centre, dependant on the outcome of pending applications, including a new Wilkinsons store, which will partly address the gap in hardware/DIY/household furnishings goods. The store will provide an element of bulky-goods retailing within the centre. A proposal for 760 sq m of eight new none-food or office units is proposed at Hale Top.

4.11 The potential increase in retail operators, targeted at national operators as part of the SRF for Wythenshawe District Centre is expected to raise the profile of the centre. This combined with major environmental improvements and redevelopment of the centre overall is expected to change the current perception and claw back shoppers to the centre who currently shop outside of the Southern Area. The current lack of national operators and lack of choice overall, which is demonstrated in health check below, has so far detracted shoppers from considering the centre as a main none-food shopping destination.

Out-of-centre Retail Offer

Tesco Extra, Baguley

4.12 The West Wythenshawe District Centre (which is identified in the SRF) has been established by the development of a large Tesco Extra superstore and the Brookway Retail Park. The opening of the Tesco store has resulted in many shoppers in the East Wythenshawe area making the journey to West Wythenshawe as the town centre offer has not been able to compete. It is understood that the Tesco store is significantly overtrading which demonstrates that choice within the Southern Area is limited. The

store offers both food and none-food products and therefore meets a wide range of the population's needs.

4.13 Now that improvements are being made to Wythenshawe District Centre, shoppers in East Wythenshawe will be encouraged to focus custom back into the District Centre and reduce shopping trips.

Local Retailers

4.14 There are a few nearby retail and service facilities within walking distance from Brookway Retail Park. Most notably these include: a doctor's surgery and pharmacist (approximately 730 metres to the east); a McDonalds fast food restaurant (approximately 680 metres to the east); and a petrol/service station convenience store (approximately 400 metres to the east). This is in addition to the Tesco store opposite the retail park which also has a separate petrol/service station and convenience store.

Brookway Retail Park

4.15 The improvements to Wythenshawe District Centre do not fully address the gap in non-food retail provision across the Southern Area, particularly in considering the needs of the West Wythenshawe population, i.e. Baguley and surrounding areas. The Brookway Retail Park has attempted to address this and provides an element of DIY, clothing, sports products and some household products at the existing units, namely, Wickes, Matalan and JJB sports

4.16 The MCC Study finds that the Southern Area catchment is

'***...furthest away from Manchester City Centre and shoppers are therefore having to travel further afield to meet their comparison goods shopping requirements that cannot be addressed in the District Centres and Brookway Retail Park.***'

4.17 In addressing this gap, a new Pets at Home store is expected to open at the Retail Park in September 2007. This will add further choice within this specialist product for the local population.

4.18 Moreover the introduction of new retail units in Proposals A and B at Brookway Retail Park would provide a combination of main food shopping and predominantly 'basket'

or 'top-up' shopping and none-food shopping in smaller units than already existing. Combined with the proposals for extension of the site to include units F, G and H, there is potential for the Retail Park to provide a wider, all encompassing district centre offer. This will provide an opportunity for food and none food units and potentially other A1 services such as a dry cleaners and A3 uses such as restaurants and cafes which are none existent within this part of the Southern Area. It is expected that the two separate planning applications for units J and K, and F, G and H will complement the existing offer at Brookway Retail Park and provide a wider range of goods and services in Baguley.

4.19 The limited choice of retail and service facilities within Baguley is likely to be reversed as a result of the proposals and will in part relieve some of the overtrading at the nearby Tesco Extra store and more importantly reduce the need for shoppers to travel to stores outside of the Baguley and Southern Area catchment.

HEALTH CHECK

4.20 In accordance with PPS6, King Sturge has undertaken a survey of the whole of Wythenshawe District Centre as defined in the adopted Manchester Unitary Development Plan 1995. A survey of Brookway Retail Park and nearby local centres has also been undertaken. The results are summarised below. Data has been collected from Experian GOAD plans for Wythenshawe District Centre and Brookway Retail Park, combined with site visits to the relevant centres.

WYTHENSHAWE TOWN CENTRE

Retailer Representation

4.21 With regard to retailer representation, PPS6 explains that a good indication of the vitality and viability of a town centre is the number of national/multiple retailers represented within the town. King Sturge has undertaken a survey of all shops within the district centre as defined within the adopted UDP. The most relevant results are discussed below.

4.22 The research by King Sturge has found that the district centre has a total of 68 retail units (excluding a storage area for market traders and the stalls themselves) of which 28 are considered to sell comparison goods (41.2%) and 10 units sell convenience goods (14.7%). The remaining units include uses such as services, leisure and entertainment and restaurants.

4.23 The national average proportion of convenience units in town centres is 9.1% of a centre's retail units (data taken from Experian GOAD October 2005). The provision of convenience retailing in Wythenshawe District Centre is therefore currently comfortably above the national average which would suggest that there is no immediate requirement for additional convenience units. Of the convenience units, three are occupied by national supermarket chains which are Farmfoods (256 sq m net), Iceland (483 sq m net) and most recently Asda (formerly Co-op) (1,829 sq m net convenience goods offer[1]). The presence of these national retailers, especially the recent addition of Asda to the centre, shows that the centre is of a size and significance which can attract and support such retailers. Asda's recent presence is essential to raising the profile of the centre, in attracting new operators as part of the SRF.

4.24 The national average proportion of comparison goods retail units in town centres is approximately 31%. The provision of 41.2% comparison units in Wythenshawe is again comfortably above the national average. The 28 comparison units are made up of a mix of 8 bulky goods units and 20 non-bulky goods retailers – the 3 charity shops in the centre are considered to be comparison units but for the purposes of this exercise have been excluded. The bulky goods units include 3 national retailers which are Argos (catalogue shop), Hi-Q (tyres and exhausts) and Walmsleys (furniture). The non-bulky goods retailers in Wythenshawe District Centre include a variety of national and local/independent outlets including clothing, chemists, opticians and textiles. There are 7 national retailers in this category which are: Bon Marché; Superdrug; Boots; Poundland; Poundworld; Select; and Lloyds Pharmacy.

4.25 Given the range of national operators trading in the District Centre, it is clear that, apart from Argos and the three national chemists, the main retailers are generally recognised as offering lower priced goods. Such stores are therefore unlikely to attract a wide range of shoppers and predominantly target the local, lower income population within the Southern Area catchment. Furthermore, the existing range of operators is unlikely to attract other national retailers with a wider range of quality goods on offer to serve the needs of the catchment.

4.26 Although the number of charity shops (3), including Age Concern and Oxfam, is low within the District Centre, their presence alone indicates that it is a centre in need of improvement.

[1] The former Co-op store had a 3,048 sq m net floorspace. Assuming Asda trade on the basis of a 60:40 convenience:comparison ratio, we have estimated a net floorspace for convenience goods as such.

Diversity of Uses

4.27 In addition to having a good retailer representation, PPS6 also indicates that town centres should provide a diverse range of facilities and services, which make an important contribution to the vitality and viability of a town.

4.28 Wythenshawe District Centre offers a good range of facilities and retail outlets. Whilst it lacks major department stores, the centre does host several major national multiples, although many are targeted at the discounter market, as identified above. Multiples include Asda, Boots, Argos, Superdrug, Poundland, Walmsleys, Bon Marché, Poundworld, Lloyds Pharmacy, Select, and Iceland.

4.29 The service sector is well represented by Lloyds TSB, Halifax, Co-op Funeral Directors, Specsavers and Jennings opticians and Thomson Travel Agents.

4.30 There are also a number of eateries and takeaways and entertainment units within the town centre. These occupiers include McDonalds, KFC, an Indian restaurant and a Chinese takeaway, Gala Bingo, an amusement arcade and two betting offices.

4.31 The eastern edge of the centre is typified by offices most of which are old, unattractive and even vacant. These blocks are due to be redeveloped or refurbished as part of the City Council's regeneration plans.

Quality of the Environment

4.32 The town centre appears to be of a consistent quality throughout. There are no designated primary shopping frontages shown within the Manchester UDP and there does not appear to be an obvious pattern of higher or lower quality areas of retail or environment.

4.33 The addition of Asda and the associated investment in improving Swan Walk has resulted in a more attractive and inviting area of the District Centre. The City Council's regeneration plans aim to introduce similar improvements throughout the rest of the centre.

4.34 Several proposals for the redevelopment of the District Centre are currently pending consideration with the City Council, as mentioned earlier in this report. This recent influx of planning applications indicates the aspirations for the centre and the

likelihood of their implementation is high. The redevelopment of parts of the centre will only improve the environment which is a positive attribute.

Proportion of Vacant Street Level Property

4.35 There are a handful of vacant units but these are evenly spread across the centre rather than focussed on a particular section.

4.36 There are four vacant units in Wythenshawe which accounts for 10.5% of all units in the centre. The national average for vacant units is 10.1% which is fractionally lower than Wythenshawe's current status. As stated above, there does not appear to be any particular patterns to where the vacant units are situated. The level of vacant units is not considered to be alarming.

Accessibility

4.37 The research by King Sturge also reviewed the level of accessibility to the District Centre by a variety of transport modes. The centre has a main bus station which accommodates approximately 50 bus routes during the week. These services will vary in frequency depending on the origin and destination of the route. The Forum Centre towards the western end of the centre also has a number of bus stops which accommodates 14 services, some of which also stop at the main bus station.

4.38 There are two main car parks in the centre, one of which is a surface car park at the Forum Centre. The main multi-storey car park is situated over the new Asda and other shops along Hale Top. This car park is rather old and is in need of improvement but can accommodate up to 1840 cars.

4.39 Several pedestrian improvements have been implemented to assist access for pedestrians walking to the centre from the surrounding residential areas. There are a total of seven traffic light controlled (Pelican) crossings at regular intervals around the centre. In addition there are a number of other designated crossing points which include dropped curbs and central refuges. There do not appear to be any designated cycle lanes surrounding the centre and there are only a couple of locations that are considered suitable to park a bicycle.

4.40 Access to the District Centre via train is not a feasible option for accessing the centre as the nearest train station is at Heald Green. The distance between the station and

the centre would require a bus journey or other mode of transport as it is considered too far to comfortably walk (approximately 2km).

4.41 There are no other town centre uses located outside of the defined District Centre which could provide for linked trips. The centre is surrounded predominantly by residential areas but also includes a church, a dental surgery and a public house.

4.42 Overall, the centre can be easily accessed from a wide area including other centres and residential areas/estates without relying solely on the private car.

HEALTH CHECK: BROOKWAY RETAIL PARK

4.43 Brookway Retail Park is located 5.3 km (3.3 miles) to the north west of Wythenshawe District Centre along the A560 Altrincham Road. The retail park is relatively small in size with only three occupied units at present with a fourth currently nearing completion. The existing units are all occupied by major national comparison goods retailers which are Wickes (DIY centre), Matalan (clothing and household goods) and JJB (sports clothing and equipment). The fourth unit is due to be occupied by Pets at Home (pet superstore) with an opening date of September 2007.

4.44 Both Wickes and JJB are considered as comparison bulky goods retailers. Matalan are primarily a clothing store and are therefore classed as a non-bulky goods retailer.

4.45 Pets at Home is also considered to be a bulky goods retailer selling a large range of products from pet toys through to sacks of food and cages/houses.

4.46 The retail park includes a diverse range of goods and products and is neighboured by a large Tesco Extra food superstore to the south, providing a convenience goods retail offer and further comparison goods retail offer for the area. At present there are no vacant units within this area.

4.47 The close proximity of the Retail Park with the Tesco store provides the opportunity for linked trips. The two shopping destinations appear to perform a district centre role serving the local community and wider Southern Area catchment.

4.48 Accessibility to the site is most suited to people using private cars due to the nature of the retail offer, the products being sold and the large car parking provision. The A560 is a busy dual carriageway which includes an efficient light-controlled junction to filter traffic in and out of the Retail Park.

4.49 There are two bus stops nearby, one situated approximately 150 metres either side of the traffic junction. In addition there are three light controlled pedestrian crossing points at the junction and approximately 100 metres either side, allowing access from nearby residential areas but also to and from the Tesco site to the south.

4.50 There are cycle path markings set out on pavements surrounding the retail park entrance with a small provision of cycle rack space, most likely aimed towards staff members.

BENCHILL LOCAL CENTRE

4.51 There are two small parades of shops situated some 1 km (0.62 miles) to the north of Wythenshawe District Centre which are recognised by the City Council as forming Benchill local centre. The type of retail offer is made up of top-up convenience shops, some non-bulky comparison goods and a range of services. For the purposes of this exercise we consider that this centre is not directly comparable to either the District Centre retail offer or that of Brookway Retail Park. The Retail Park is located approximately3.6 km (2.2 miles) to the north west of the Benchill centre.

OTHER MATERIAL CONSIDERATIONS

4.52 Furthermore, in considering retail allocations in their development plans PPS6 highlights further material reasons which are relevant to this proposal. These have already been highlighted in Section 2 as:

- Physical regeneration
- Employment
- Economic growth
- Social inclusion

4.53 The Census data (2001) provides evidence for Manchester with regard to car ownership (please note that Benchill is now part of Sharston ward but for the purposes of this section has been included to express the Census data from 2001). In the Benchill, Sharston, Baguley and Woodhouse Park wards, the proportion of households that do not own a car or van is approximately 48% whilst England's average is only 26%. Ownership of a single car or van per household is similar throughout the South Manchester wards as across England at approximately 40%. These figures demonstrate overall that car ownership is generally lower in the surrounding area which may restrict travelling distances for many residents.

4.54 The proposal will serve the local community regardless of how they travel. The site is accessible by car due to the A560 Altrincham Road, which acts as a main corridor through Baguley. Although Brookway Retail Park falls in an out-of-centre location it is not purely a car borne destination. There are regular bus services along the A560 with bus stops approximately 150 metres either side of the Retail Park entrance. Access via foot is also very good especially for population who live in the surrounding residential areas, users of the school and the wider community.

4.55 **Physical regeneration:** The proposal would provide the opportunity for the redevelopment of a brownfield site which was formerly a petrol filling station. The site has remained vacant for some time now and will benefit from redevelopment. Furthermore, the former use included a use of local convenience facilities within the forecourt's shop. Proposal B for Units J and K will provide an opportunity to replenish an element of that lost facility. Furthermore, the vacant and deteriorating site is considered undesirable adjacent to the residential area at Gateacre Walk. The redevelopment will allow for a secure development which will detract from vandalism and improve the amenity of the area.

4.56 **Employment:** The proposed developments will provide opportunities for a range of jobs falling within the service sector industry required to operate the proposed stores and restaurants, depending on the combination of take up by various retail and restaurant operators. A small number of job opportunities would be at managerial and administrative level with most at other skill levels. Such opportunities would target the immediate defined catchment population, particularly given the low levels of qualifications from the population and the site's accessibility by foot, bicycle and bus.

4.57 **Economic growth:** The retail developments will certainly provide an opportunity to bring economic growth to this part of the City. The existing offer at Brookway Retail Park and the nearby Tesco Extra has successfully brought economic growth to the area. Its success has resulted in proposals to expand the Retail Park. New jobs will improve prosperity in this part of the City. This will provide incomes in a catchment area which currently has higher than average levels of unemployment in the UK. Unemployment levels in the ward of Baguley and the neighbouring Benchill are 4.5% and 6.6% respectively. This is comparatively high when viewed against the North West average of 3.6% and the national average of 3.3% for England, which emphasises the need for economic growth in this part of the city.

4.58 **Social inclusion:** As stated earlier in this report the wards of Baguley, Benchill, Sharston and Woodhouse Park show trends of low car/van ownership per household.

On average, approximately 48% of households do not own a car or van which is significantly higher than the UK average of around 26%. The issue of accessibility and the opportunity to travel to a foodstore without relying on a private car is particularly significant in this location. The proposed store is accessible to the catchment area by foot, bicycle and bus as we have demonstrated in this report and the accompanying Transport Assessment. Furthermore, the combination of low levels of car ownership and high unemployment rates demonstrate a low income area. This is confirmed by the Office of National Statistics website which rates the level of deprivation across a number of indicators as being high or very high – this is based on Output Areas rather than whole wards. The introduction of new food and/or non-food operators will add choice to a limited offer currently available in Baguley. Where a food operator may be interested in one or both units (Proposal B, units J and K), it is most likely that this would be a discounter type operator or a basket shop type operator. This would achieve objectives for social inclusion by selling a good range of convenience goods to fulfil a weekly or basket shop at discounted prices which demonstrates the qualitative needs of the catchment area's population.

Summary

4.59 The proposals at units F, G and H and at units J and K will provide additional local facilities and would be able to offer local people a wider choice of goods without forcing people to travel significant distances. Importantly, the proposal aims to provide an offer to the Southern Area catchment, with particular focus on the Baguley population, which will result in greater choice in West Wythenshawe. The proposed development will therefore complement an established district centre providing an alternative retail offer for the surrounding area without detracting from the goals for regenerating Wythenshawe town centre which is enjoying its own programme of improvements. Proposal B also offers the potential for restaurant operators to take up units which will introduce an offer which is currently very limited within the Baguley area.

4.60 The proposals will provide jobs and in an accessible location; redevelopment of a redundant site and potentially provide a combination of food and none-food retail offer, to serve the local population.

5 SCALE OF DEVELOPMENT

5.1 Brookway Retail Park is an established retail destination within the Southern Area. Given the lack of nearby retail facilities to the Retail Park, combined with the nearby Tesco Extra, it would appear to perform a district centre role for the western part of the Southern Area catchment. This has been highlighted earlier in the report.

5.2 The SRF identifies the Retail Park and Tesco store as part of West Wythenshawe District Centre. The City Council therefore recognises the important role that the Retail Park plays as an established retail destination.

5.3 Currently the existing Retail Park is made up of some 6,645 sq m gross retail floorspace (including the Pets at Home store). Taking the proposed units F, G and H into account, this development alone would add 465 sqm (5,000 sq ft), which would increase development on the site by 7%. The proposed units J and K would add a further 1,022 sq m (11,000 sq ft), which would only increase development by 15%. The overall development will increase by 22%.

5.4 The units are one storey in height and located on established retail sites therefore they are in keeping with the surrounding areas. Units J and K are proposed on the former petrol filling station and therefore, the proposed development will not be out of scale with the former footplate of that site. Units F, G and H are proposed on the existing car park within the Retail Park and again fit properly within the existing retail environment. Furthermore, the proposed units are smaller than those already developed on the site and therefore will not be overbearing in any way.

5.5 Furthermore, the proposed units are of such a size that they would only attract a limited catchment area and therefore would provide an offer that is predominantly attractive to the local community. Both proposals A and B are therefore of a scale appropriate to the existing Retail Park and surrounding area.

6 SEQUENTIAL ASSESSMENT

Approach

6.1 The following methodology was used during the sequential testing of the application sites, which concluded that there are no better sites for the development of the proposed store in terms of size, location or proximity to existing shopping areas. A number of criteria were established that determined whether or not a site should remain in contention. All sites considered in this assessment were identified as a result of site visits to the nearest retail destinations of Wythenshawe District Centre and Benchill Local Centre.

6.2 Firstly, it was necessary to eliminate those sites which are not big enough to accommodate the proposed stores. Two planning applications are proposed. The planning application relating to the larger units, J and K require a minimum of 511 sq m gross floorspace each. The planning application relating to the smaller units, F, G and H require a minimum of 155 sq m gross floorspace each.

6.3 Based on the modest sized stores proposed at the two development sites at Brookway Retail Park, it was felt most appropriate to identify all vacant units or sites with potential for redevelopment within Wythenshawe District Centre. No sites had been identified in the local centre at Benchill.

6.4 Secondly, the sites were tested against availability, as the proposed stores at Brookway are intended to be developed as soon as planning permission is granted, therefore within 5 years, in line with PPS6. Availability of sites has therefore been considered as part of this assessment.

6.5 The third test aimed to identify the location of the remaining sites in terms of their appropriateness to the defined catchment area. Consideration was given to how well the sites served the catchment area.

6.6 Finally, any further information that was available for the remaining sites was gathered, for example regarding extant planning permissions, local plan allocations, and greenfield or brownfield land and highways issues.

Sites for Assessment

Land off Elm Tree Drive

6.7 A vacant site, formerly occupied by high rise residential tower blocks has been made available for redevelopment. The site lies on the periphery of the main Wythenshawe District Centre off Elm Tree Drive, backing onto Poundswick Lane. A planning application is currently pending a decision on this site for retail development comprising two units for A1 retail development. The larger unit has a gross floorspace of 2,119 sq m and is earmarked to be occupied by Wilkinsons. The smaller unit has a gross floorspace of 1,334 sq m and will be occupied by Lidl food stores. Both units are therefore unavailable given that occupiers have been signed up to the proposal. Therefore the site and both units can no longer be considered as part of this assessment and are therefore discounted from this assessment.

Land on corner of Hale Top and Rowlandsway

6.8 A planning application for development of underused land on both corners of the junction of Hale Top with Rowlandsway, within Wythenshawe District Centre is currently pending a decision. The application seeks planning permission for eight retail units. The gross floorspace of each unit is as follows:

- Unit 1: 23 sq m
- Unit 2: 27 sq m
- Unit 3: 36 sq m
- Unit 1: 93 sq m
- Unit B: 101 sq m
- Unit C: 122 sq m
- Unit D: 258 sq m
- Unit E:137 sq m

6.9 The proposed development at Brookway Retail Park includes the three smaller units F, G and H with a floorspace of some 155 sq m each. Only one unit within the Hale Top scheme, Unit D is capable of accommodating one of the proposed units. However it is significantly larger at 258 sq m than that proposed at Brookway.

6.10 The proposed larger units J and K at Brookway Retail Park require floorplates of 511 sq m each. There are no units at the Hale Top scheme large enough to accommodate either of the proposed Brookway units.

6.11 Furthermore, from the total of five units proposed in two separate planning applications at Brookway Retail Park, only one unit at 155 sq m gross can be accommodated within the Hale Top scheme. This does not therefore allow for the remaining four Brookway Retail Park units to be accommodated at the Hale Top scheme.

6.12 So far we have no information regarding take up of units at the proposed Hale Top scheme, however, the units proposed can only accommodate one of five proposed units and cannot accommodate either or both Brookway proposals in their entirety. On this point alone, the Hale Top scheme is discounted as part of this assessment.

Former Kwik Save Unit, Hale Top

6.13 The former Kwik Save unit has obtained planning permission for refurbishment. The unit is 105 sq m gross which is too small to accommodate any of the proposed retail units at Brookway Retail Park. It is unknown at this stage whether an occupier has been identified for the unit. Based on the size of unit being unsuitable for the proposed developments at Brookway, this unit has been discounted from the assessment.

15 The Birtles

6.14 A vacant unit, at 15 The Birtles within the heart of Wythenshawe District Centre has been identified. It has a gross floorspace of 52 sq m which is significantly too small to accommodate any of the proposed units at Brookway Retail Park. For this reason, this unit has been discounted from the assessment.

18 The Birtles

6.15 A vacant unit, at 18 The Birtles within the heart of Wythenshawe District Centre has been identified. It has a gross floorspace of 81 sq m which is significantly too small to accommodate any of the proposed units at Brookway Retail Park. For this reason, this unit has been discounted from the assessment.

6.16 No other potential development sites or vacant units have been identified for assessment within Wythenshawe District Centre. No other potential sites have been identified elsewhere. All the sites considered above are located within Wythenshawe District Centre. The sites are suitable to serve the overall Southern Area catchment, however, the qualitative assessment has identified a gap in the existing retail offer to the west of the catchment area at Baguley. The Wythenshawe sites therefore are unable to serve the local needs and an immediate range of retail facilities to the west of the catchment. Therefore the sites and units above fail to provide viable opportunities to serve the Baguley area directly.

Brookway Retail Park

6.17 The two application sites regarding the extension of retail development at Brookway Retail Park are identified on brownfield land. The sites are not designated with the Manchester Plan, however, the SRF recognises Brookway Retail Park as West Wythenshawe District Centre. This reflects the application sites' established position as a retail destination within the western part of the Southern Area catchment, and it's particular focus to serving the needs of the population in that area, particularly Baguley. This designation therefore carries some weight in undertaking this assessment.

Summary

6.18 It is therefore considered that:

- there is a lack of available sites or units which meet the floorspace requirements regarding the two proposals at Brookway Retail Park;
- Brookway Retail Park is an established retail destination which is recognised in the SRF;
- Brookway Retail Park is accessible by a choice of transport;
- The proposal sites are brownfield sites; and
- The proposal sites are located close to areas of need in regards to the catchment area within which they will serve, particularly the population of Baguley.

6.19 In conclusion, the sequential assessment demonstrates that there are no sites available in Wythenshawe District Centre within the next 5 years that are of a size similar to the proposed retail developments at Brookway Retail Park. Other sites have been taken up by retail operators within Wythenshawe District Centre. The application

sites are therefore the best placed to provide additional food and/or none food A1 retail offers to the serve the Southern Area catchment, particularly in relation to Baguley.

6.20 Sequentially, the application sites provide an appropriate location in line with PPS6 objectives.

7 IMPACT

7.1 The proposed retail developments for units J and K and for units F, G and H are intended to meet the quantitative and qualitative needs identified earlier within this report. The quantitative assessment found that there is a need to claw back trade from outside of the Southern Area catchment for both convenience and comparison goods. This is particularly the case given the geography of the catchment. It is the most southern catchment within the Manchester City administrative area and therefore most isolated from comparison goods retail destinations across the city.

7.2 The two planning applications seek to provide an offer of food and/or none food retail goods within Units J and K as the large scheme; and none-food retail goods or restaurant facilities within the smaller scheme within Units F, G and H.

7.3 The qualitative assessment has found that a boost in retail development and the attraction of a range of operators to Wythenshawe District Centre has begun to address the quantitative and qualitative need for the Southern Area catchment, particularly attracting Asda, Lidl and Wilkinsons.

7.4 However, Brookway Retail Park provides a retail offer which serves two purposes. First of all it provides a bulky goods offer for the catchment area, given that the Retail Park is the only such park within the Southern Area. Secondly it provides the only retail destination within the western part of the catchment area, particularly serving the none-food goods needs of the Baguley population. The convenience goods offer is currently mainly provided by the Tesco Extra store, opposite Brookway Retail Park, This store is currently overtrading.

7.5 A combination of food/none-food retail units across the two proposed developments is unlikely to have any adverse impact on any nearby centres. Wythenshawe District Centre is some 5km away from the application sites. There is a need to provide a greater range and choice of retail offer to the catchment within the west of the Southern Area. This will in fact aim to claw back any leakage to competing centres and retail parks outside of the Southern Area. The proposed developments will also reduce the need to travel and provide an offer to socially excluded communities as highlighted earlier in this report.

7.6 In regards to restaurant offers. There are no cafes or restaurants within the Baguley area, except for an out of centre McDonalds restaurant some 1km form the

applications site. There is unlikely to be any adverse impact on this limited offer, the intention of the proposal to encourage a wider range of restaurant type operators to the site.

7.7 In conclusion there is no reason why the proposed retail facilities at Brookway Retail Park would impact adversely on any offer within the Southern Area. In fact the SRF designation encourages retail development to support the population to the west of the catchment.

8 CONCLUSIONS

8.1 An assessment of quantitative need has established that there is a need for both convenience goods and comparison goods retailing within the Southern Area catchment. The assessment took into account the redevelopment of the former Co-op store for the new Asda operation as well as proposals for the development of new retail facilities within Wythenshawe District Centre which are still pending decisions. Even including the proposals at Brookway Retail Park, the assessments for both convenience and comparison good retail development found that there is capacity for all proposals to be accommodated within the catchment area.

8.2 The proposals will contribute to increasing the retention rates of spend within the Southern Area and therefore clawing back trade from other retail destinations outside of the catchment.

8.3 The key finding of this assessment has been that the two proposed retail developments separately or combined contribute to provide an improved offer of retail facilities to the western part of the catchment. In particular, the population of Baguley would benefit from the improved choice of retail and restaurant provision at Brookway Retail Park, given that there is no other designated centre is this part of the catchment.

8.4 Furthermore, Brookway Retail Park is designated alongside the Baguley Tesco Extra store as West Wythenshawe District Centre within the Wythenshawe SRF. This indicates the Council's recognition of Baguley's importance and the need for the location to have its own shopping centre. Brookway Retail Park provides this facility with Tesco Extra. The proposed developments at the Retail Park will further enhance that offer.

8.5 The application sites are brownfield sites and accessible by foot, bicycle and public transport in addition to the private car. The sites therefore meet sustainable development objectives in line with PPSs 1 and 6.

8.6 Overall both proposals, individually or combined will meet the needs of the western part of the Southern Area catchment, providing a greater choice and will not impact adversely on any other retail offer within the catchment area. The proposals will in fact provide a benefit to the catchment area.

APPENDIX 1

SITE LOCATION PLANS – SITES EDGED RED

Figure 1: Proposal A - retail units F, G & H and additional area of car parking, Brookway Retail Park, Altrincham Road, Baguley.



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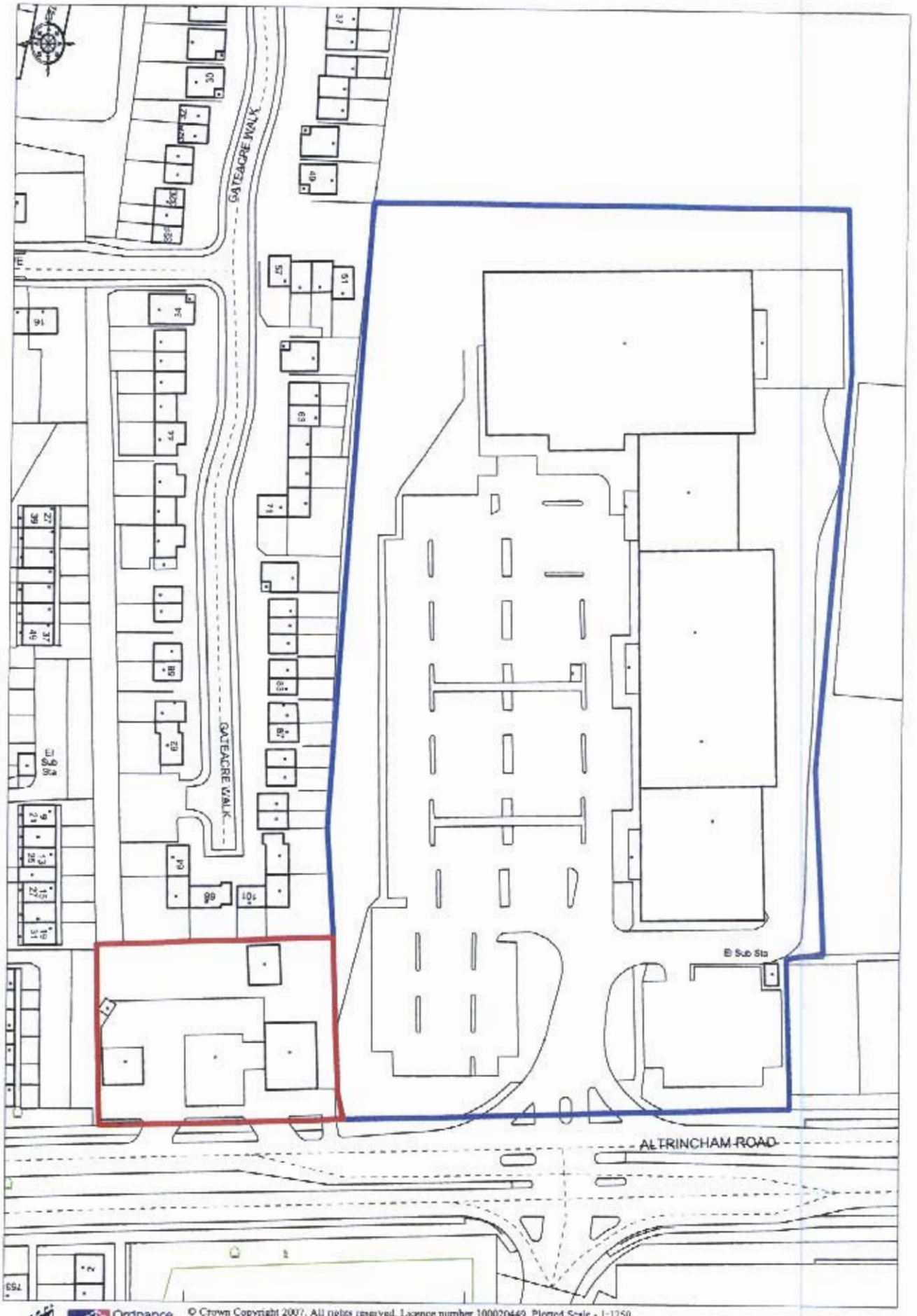
Figure 2: Proposal B - retail units J & K, Brookway Retail Park, Altrincham Road, Baguley



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APPENDIX 2

RETAIL CAPACITY ANALYSIS – TABLES 1-7

Brookway Retail Park

Table 1
Population

	2005	2009	2011
Southern Area Zones			
14 Northenden	14044	13940	13944
15 West Wythenshawe	30648	30302	30318
16 East Wythenshaw	25483	25396	25485
Total	70175	69638	69747

Table 2
Expenditure Per Person

	Convenience Goods			Comparison Goods		
	2005	2009	2011	2005	2009	2011
Southern Area Zones						
14 Northenden	1495	1537	1559	2222	2629	2860
15 West Wythenshawe	1480	1522	1543	2087	2470	2687
16 East Wythenshaw	1427	1468	1488	1917	2268	2467

Table 3
Total Expenditure £m

	Convenience Goods			Comparison Goods		
	2005	2009	2011	2005	2009	2011
Southern Area Zones						
14 Northenden	21.00	21.43	21.74	31.21	36.65	39.88
15 West Wythenshawe	45.36	46.12	46.78	63.96	74.85	81.46
16 East Wythenshaw	36.36	37.28	37.92	48.85	57.60	62.87
Total	102.72	104.83	106.44	144.02	169.09	184.22

Table 4
Expenditure Growth 2005-2011 £m

	Convenience Goods	Comparison Goods
Southern Area Zones		
14 Northenden	0.74	8.67
15 West Wythenshawe	1.42	17.50
16 East Wythenshaw	1.56	14.02
Total	3.72	40.20

Table 5
Retention Rates, Southern Area

	Convenience				Comparison			
	Retention £m	Retention %	Leakage £m	Leakage %	Retention £m	Retention %	Leakage £m	Leakage %
Southern Area Zones								
2005 Market Share	55.18	53.72	47.54	46.28	19.61	13.62	124.41	86.38
2011 Market Share	57.15	53.69	49.29	46.31	15.15	8.23	169.06	91.77

Table 6
Commitments and Pending Proposals

	Convenience		Comparison	
	Floorspace	Turnover £m	Floorspace	Turnover £m
Asda Net Gain	-1219	11.15	1219	14.70
Lidl	1064	3.72		
Wilkinsons	1296			4.28
Hale Top Proposal	760			2.28
Brookway Proposal J&K	818	2.30		2.45
Brookway Proposal F,G,H	372			1.11
Wythenshawe TC Net Gain in T/O at 2011		14.88		21.25
Brookway Net Gain in T/O at 2011		2.30		3.57
Total Net Gain in Turnover at 2011		17.17		24.82

Table 7
Retention Rates in Southern Area with new developments at 2011

	Convenience		Comparison	
	£m	%	£m	%
2011 Market Share No New Developments	57.15	53.69	15.15	8.23
2011 Market Share No New Develts incl Brookway RP			28.24	15.33
2011 Market Share incl Wythenshawe TC Proposals	70.54	66.27	47.37	25.71
2011 Market Share incl Brookway Proposals	72.61	68.21	50.58	27.46

Sources
Population and Expenditure Rates taken from MCC Retail Study
Turnover estimates taken from MCC Retail Study and Mintel Retail Rankings 2006
Floorspace data taken from MCC Retail Study and details of planning applications
All other none specific operator proposals taken as £3000 / sq m. The MCC average is £2,000/ SQ M. It is predicted that with town centre improvements, average spend could increase and therefore we have provided a more optimistic and worst case scenario estimate.
Estimated increase in market share is less 10% of estimated T/O to account for some expenditure from other zones

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